

Advertising and Integrated Marketing Solutions

Communicate to Your Audience Effectively with New Services Available through GSA



What's New: Web Portability Services, Social Media Services, and Challenges and Competition Services

Agencies are required to do more work with fewer resources while still keeping the public informed. Through GSA's integrated approach, federal agencies can save time and money by acquiring the expertise of pre-qualified service providers who can tailor orders to meet an agency's unique requirements. GSA's Advertising and Integrated Marketing Solutions (AIMS) Multiple Award Schedule is designed to help agencies get quality products and services through contractors who specialize in communication and marketing services, allowing agencies to focus on their individual core mission.

Advertising Services

Promote public awareness of your agency's mission and initiatives, enable public understanding of complex technical and social issues, and disseminate information to industry and consumer advocacy groups. From development and selection of media to implementation and evaluation, the experts under this schedule will ensure your advertising campaign comes off without a hitch. **(SIN 541-1)**

Public Relations Services

Customize media and public relations services including: the development of media messages, strategies and materials; the execution of media programs (press conferences, press materials, etc); and the scheduling of broadcast and print interviews; crisis communications, and more. **(SIN 541-2)**

Web-Based Marketing Services (Small Business Set-Aside)

Develop strategies that maximize your web presence. Expert MAS contractors can help you to design and maintain your website; develop search engine strategies; reach your audience through e-mail; manage your online media; develop web-based training and web videoconferencing; and ensure your website is 508 compliant. **(SIN 541-3)**

New Under SIN 541-3:

Social Media. Effectively define your social media presence. Develop new strategies to reach your audience by adding social tools to your media mix.

Contact Us

For more information on GSA's schedule for Advertising and Integrated Marketing Solutions (AIMS), call Mark Sims at (817) 850-5534, or email Mark at mark.sims@gsa.gov

Learn more at www.gsa.gov/aims



Specialized Marketing Services

The services offered under this series enable you to selectively choose specialized marketing and media services on an as-needed basis.

Market Research and Analysis Services

Take advantage of experts who can develop or enhance customized strategic marketing plans; create branding initiatives; create public awareness of products, services, and issues; identify and analyze target markets; and conduct focus groups, telemarketing, and individual interviews, and prepare/distribute surveys. **(SIN 541-4A)**

Video/Film Production Services

From specialized training videos to public education films, video and film can be an effective way to inform the public and other government agencies on how your agency serves our country. Various outputs are available including standard formats, digital output (on CD-ROM and DVD), and online video streaming development. **(SIN 541-4B)**

Exhibit Design and Implementation Services

Under this SIN, you will find assistance conceptualizing, designing, and producing exhibits and their accompanying materials, including making all necessary arrangements for exhibits in various venues (museums, malls, tradeshow, etc.). Media and Exhibit Illumination services are also available. **(SIN 541-4C)**

Conference, Events and Tradeshow Planning Services (Small Business Set-Aside)

Industry experts can make arrangements for conferences, events, seminars and tradeshow by providing project management; topic and speaker identification; site location research; facility reservations; on-site meeting and registration support; design and editing productions; mailing and other communication with attendees. **(SIN 541-4D)**

Commercial Photography Services (Small Business Set-Aside)

Acquire original photography services (hardcopy and/or digital format) for use in décor, commercial advertisements, books, magazines, websites or other media. MAS photographers have expertise in various kinds of photography, including aerial; architectural; digital; still/field; and studio. Also available under this SIN are related services such as photo editing, re-touching and high-resolution scanning. **(SIN 541-4E)**

New Under SIN 541-4E:

Website Portability. Open government is essential to serving the American public. One way to ensure that the data on your website will be available at all times is to develop a data portability policy and strategy that includes website portability. Partner with one of the experts on the AIMS MAS to ensure your data is safe.

Commercial Art and Graphic Design Services (Small Business Set-Aside)

Get the design help you engage your target audience, and educate them about your agency's mission. The experts under this SIN can help you update, rewrite, edit and even create new printed or on-line materials. **(SIN 541-4F)**

New! Challenges and Competition Services

Engage your target audience with challenges, contests and competitions. Contractors under this SIN will assist agencies in developing these unique marketing vehicles, including the facilitation and judging of events. Prizes or other incentives may be offered by federal agencies to find innovative or cost-effective solutions to improving open government. **(SIN 541-4G)**

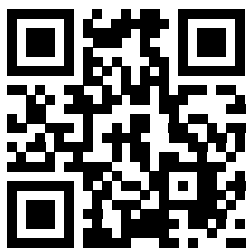
Integrated Marketing Services**

This SIN enables you to obtain a complete solution that integrates various services found under other SINs. Contractors have the capabilities to provide comprehensive solutions including services available separately under 541-1 Advertising, 541-2 Public Relations, 541-3 Web-Based Marketing and 541-4 Specialized Marketing. This one-stop shopping SIN provides an avenue for you to implement a seamless marketing campaign. When your requirement spans across several SINs, don't try and piece together your own solution. Let the experts under this SIN pull it together for you. **(SIN 541-5)**

**Please note: This SIN should only be used for complex projects when requirements encompass services covered by a majority of the SINs offered under the AIMS schedule. It should not be utilized for requirements that can be met solely by utilizing services available under an individual SIN.

Other Direct Costs (ODCs)

Other Direct Costs, also known as "contract support items", consist of those services and products (other than labor hours) needed to complete a project under the schedule. These items were previously listed under each of the SINs, but are now broken out to make it easier for both companies and customers to determine price reasonableness for ODCs. **(SIN 541-1000 / 541-2000)**



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